

## **Rosa & Co. and MathWorks Host Joint Webinar Discussion on How MATLAB and SimBiology Facilitate Quantitative Systems Pharmacology (QSP) Modeling and Analysis to Support Drug Development**

**San Carlos, CA – June 22, 2016.** [Rosa & Co. LLC](#), the leading commercial drug development advisory firm with expertise in QSP/[PhysioPD™](#), today announced their participation in a joint webinar on [July 13<sup>th</sup>, 2016 at 10:00 am and 2:00pm EDT](#) with [MathWorks](#), a developer of mathematical computing software and maker of [MATLAB and SimBiology](#). QSP/PhysioPD approaches aim to predict the safety and therapeutic impact of a drug by quantifying the dynamics of its interactions with underlying pathophysiology in order to guide and support drug development. This webinar will use a rheumatoid arthritis (RA) PhysioPD™ Research Platform developed by Rosa & Co to illustrate the utility of key features of MATLAB and SimBiology in exploring pharmaceutical research questions.

### **Who:**

Christina Friedrich, PhD, Chief Engineer, Rosa & Co.  
Fulden Buyukozturk, PhD, Technical Evangelist, MathWorks Inc.

### **What:**

Webinar: MATLAB and SimBiology facilitate QSP modeling and analysis to support drug development

### **When:**

Wednesday, July 13<sup>th</sup>, 2016; 7:00 a.m. and 11:00 a.m. PT | 10:00 a.m. and 2:00 p.m. ET  
Registration is required; however there is no charge to join.

### **Where:**

Register [here](#)

### **About Rosa**

[Rosa](#) supports clients with their critical decisions – from preclinical through clinical development – by creating and using customized PhysioPD™ Research Platforms that connect mechanisms to outcomes. PhysioPD Platforms are Quantitative Systems Pharmacology models used to simulate normal and disease physiology, drug action, patient variability, and trial outcomes. Rosa's clients are involved in Platform creation, testing, and biological simulation research. Clients retain the Platform as a program asset to support decisions and future research. Rosa's staff has unparalleled professional experience applying biological modeling and simulation research to accelerate drug development and has over 13 years of client engagements in virtually all therapeutic areas. Rosa is unique in its breadth and depth of disease area experience, including metabolic diseases, immuno-oncology, oncology, cardiovascular, inflammation, immune dysfunction, central nervous system disorders, dermatology, rare disease, and antibacterial/antiviral biology. For more information, visit <http://www.rosaandco.com/news.html>.

### **About MathWorks**

MathWorks is the leading developer of mathematical computing software. MATLAB, the language of technical computing, is a programming environment for algorithm development, data analysis, visualization, and numeric computation. Simulink is a graphical environment for simulation and Model-Based Design for multidomain dynamic and embedded systems. Engineers and scientists worldwide rely on these product families to accelerate the pace of discovery, innovation, and development in automotive, aerospace, electronics, financial services, biotech-pharmaceutical, and other industries. MATLAB and Simulink are also fundamental teaching and research tools in the world's universities and learning institutions. Founded in 1984, MathWorks employs more than 3500 people in 15 countries, with headquarters in Natick, Massachusetts, USA. For additional information, visit [mathworks.com](http://mathworks.com).

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